



NEWS RELEASE

For Immediate Release

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**2nd Annual Light Up the Night 5K is set to take place August 7th,
2020! New Virtual Run/Walk available!**

EVENT INFO:

Event: A fundraising, glow-in-the-dark, nighttime, walk/run event
Event Date: Friday, August 7th, 2020

New Location: CARRIER PARK, Asheville, North Carolina & *New Virtual Event offered*

Start Time: 7pm-10pm

Event Info: <https://raceroster.com/events/2020/32195/light-up-the-night-5k>

Contact: support@idaph.net

Benefits the Western Carolina Rescue Ministries

The 2nd Annual Light Up the Night 5K is set for Friday, August 7th at Carrier Park, Asheville, North Carolina and this year the nighttime charity run means more than ever. We want to send a HUGE thank you to the key sponsors who are helping to make this event happen:

AdventHealth, Hensley Cloninger Law Firm and Owle Construction. Proceeds from this event directly benefit the Western Carolina Rescue Ministries, which exists to serve the homeless, poor and addicted populations of Western North Carolina.

Since COVID-19 hit our community in March, Western Carolina Rescue Ministries (WCRM) has served double the amount of individuals in need with hot meals, and has seen a nearly 200 percent increase in grocery support.

“On Tuesdays, WCRM distributes food boxes for individuals in need of grocery support,” says Jessica May, Director of Development for WCRM. “Before COVID-19, we were distributing approximately 50 boxes a week, now we are serving nearly 150 boxes each week.”

iDaph Events is proud to help support the Western Carolina Rescue Ministries by presenting the 2nd Annual Light Up the Night 5k: A fundraising, glow-in-the-dark, nighttime, walk/run event that welcomes all people regardless of ability, race, color, ethnicity, gender or faith. **New for this year: A 5K Virtual Run/Walk that can be completed ANYWHERE.**

Last year the run started at WCRM in downtown Asheville and wound through the streets of Montford. It was a huge success, raising over \$7,000 to help combat homelessness in our local area thanks to the support of our community members, runners and members of WCRM.

COVID-19

This year due to COVID-19 and the need to keep safe distances between runners and walkers, the run will take place in Carrier Park, Asheville, and runners will start in waves from 7pm-9pm and take to the greenway to run or walk the 5k route. Volunteers and participants will be adhering to the NC guidelines in order to combat the spread of COVID-19.

“Here at iDaph Events, safety is our top priority,” says Race Director Daphne Kirkwood. “We want to ensure that our participants, staff and volunteers stay safe and healthy, and we are following all of the necessary precautions to help prevent the spread of COVID-19. Over the past few months iDaph Events has put together event safety plans for our event to move forward in a new format to ensure social distancing measures that are set forth by the CDC are adhered to. iDaph Events has also been through training with endurance agencies and event companies for best

practices for the return of in person events. We will aim to have a 'contactless' event to provide a safe event for all!"

More info about the event

The 5K course will be decked out with glow and neon fun along the way. Participants are encouraged to wear Neon tees, light up items, glow in the dark accessories, light up vests and other glow swag. All in person, registered participants can get glow sticks, bracelets or necklaces at packet pickup.

Registration will be available right up until the day of the event. To register and find out more information, follow this link: <https://raceroster.com/events/2020/32195/light-up-the-night-5k>

There is a BRAND NEW Virtual Run/Walk option for this event that can be completed anytime between June 10th - August 7th. Virtual runners are encouraged to share their Registration/donation link on social media channels and raise more funds for WCRM!

Who is WCRM

Backing a Good Cause: Western Carolina Rescue Ministries (WCRM) exists to serve the homeless, poor and addicted populations of Western North Carolina. They meet people in crisis, focus on helping them at the point of their need, invest in their future, and help them until they can move forward.

"I would love to see community members become aware of the significant impact we are having on hundreds of thousands of lives within our area," says Jessica . "We are helping them in various ways such as providing warm meals, safe shelter, public showers, free primary medical care, clothing, food boxes, and free year-long residential recovery programs for both men and women with young children. The funds raised at this event will help us to continue to provide the love these individuals need as they pick up the pieces and move forward in a healthy, positive way."

For questions about the event, please contact support@idaph.net.